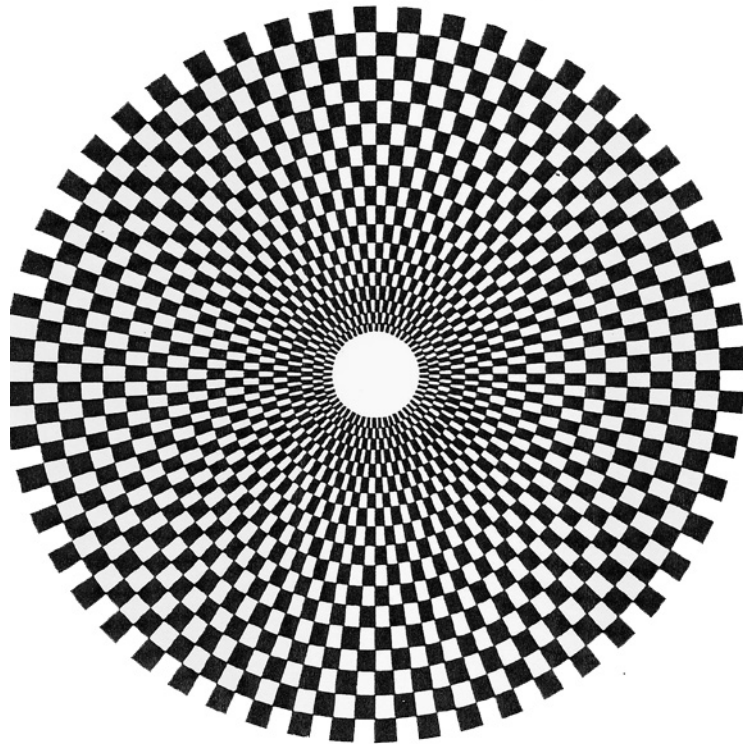


A. Thomas Perhacs

# Manipulation

"The Master Secrets of Covert Persuasion  
and Hypnotic Influence"



# **Manipulation**

## **DISCLAIMER**

*Neither A. Thomas Perhacs nor Persuasion Dynamics assumes any responsibility for the use or misuse of the concepts, methods and strategies contained in this book. The reader is warned that the use of some or all of the techniques in this book may result in legal consequences, civil and/or criminal.*

### **USE OF THIS BOOK IS DONE AT YOUR OWN RISK.**

As you begin to read this manual and listen to the audio programs that are included with this curriculum, you will start to understand the power that this course of instruction can deliver for you.

Many people spend their entire lives trying to find methods, techniques and strategies to make their lives more powerful. Learning how to become more commanding really is an interpretation of what you want to do with this so-called power.

What you will learn is how to not only master yourself better through self-hypnosis, but how you can positively help the people around you. Like all of our courses, this is designed to give you the information that you need without out all of the extra fluff that comes with most books.

We have put together what we feel is the information that you need in order to use these covert persuasion and hypnotic influencing techniques to their maximum.

These concepts, methods and strategies are designed for informational purposes only and we assume no responsibility for you using this information in the wrong way. That being said, you must understand that with certain levels of supremacy comes the responsibility of using your skills in a responsible manner.

**Manipulation:** *"To Control, Influence or Maneuver".*

The word manipulation has several different meanings, some of which may be construed as negative. To be able to manipulate someone or something is not bad in itself, it can only be bad if the intent is to do harm or cause someone problems.

Our use of the word manipulation, is to be able to do the following:

- To **control** our attitude, beliefs and actions through the autosuggestion and self-hypnosis process
- To be able to **influence** with a degree of strength in order to get someone to come to our way of thinking or doing.
- To be able to **maneuver** someone into an advantages position where the results are a win/win for all parties involved and it is mutually acceptable.

The idea of using your own sense of power to influence someone is as old as our civilization. Without going into all of the history on Hypnosis, Trance Induction, Energy Manipulation, etc (you can look that up on the web), I will try and give you a very easy to understand explanation of what Hypnosis and Trance is and how you can use it to your benefit.

**hyp·no·sis** (hɪp-nŏ'sɪs)  
*n. pl. hyp·no·ses* (-sēz)

1. An artificially induced altered state of consciousness, characterized by heightened suggestibility and receptivity to direction.

## **Into The Mind**

Most people view Hypnosis or an altered state of consciousness to be something that is mysterious and hidden, a skill that only a magician or some guy wearing a cape with a pendulum that he swings back and forth as he summons you with, “look at the swinging object as you go into a deep sleep” can use effectively.

This is a valid method and we will touch on why this works and how you can get it to work, but what we are going to be discussing is how to pull off a Hypnotic Trance while just talking to someone in an normal everyday conversation.

## **Strength of Concentration**

Strength of Concentration is really what Trance is all about. Throughout most of the day, we go in and out of trance. Our mind is divided into two very distinct but connected sections, the Conscious and Sub-Conscious portions of the mind:

**Conscious Mind:** This is the intentional or deliberate mind. When you actively think about something you are using your subconscious mind. The conscious mind sometimes will get in your way because it sometimes bases things on what it perceives as logical.

**Sub-Conscious Mind:** This is the part of the mind below the level of conscious perception. Unlike the conscious mind basing itself on logic, the sub-conscious (or unconscious Mind) will accept all information that is introduced to it.

Have you ever seen someone watching TV that was so into the program that when you spoke to them, they didn't answer? This person was in a trance in front of the TV. That television program would be influencing this person tremendously. Here is a partial list of some of the times you go into a self-inflicted trance:

- While watching television, listening to the radio or a music CD
- While driving a car
- Day dreaming
- When someone is telling you a story and because of the content, it takes your thoughts off into a different direction.

These are very potent trance states that are developed everyday by everyone. A trance is really as simple as that.

**Trance:** Changing the emotional state that someone is in and using that state to influence them by making powerful, controlled suggestions to their subconscious mind.

As you start to learn how to use the concepts of putting someone into a trance, you will find there will be primarily three stages of trance depth that someone can go into. We will primarily be concerned with a light trance, as most of the trance work we will be doing is through a conversational tone.

**The Three levels of Trance are:**

1. **Hypnoid** - Light trance with eyes fluttering
2. **Cataleptic**- Eyes go side to side
3. **Somnambulistic**- Deep trance where eyes roll up. The person is generally relaxed and is a "sleep like" state.

Because trance is so much a part of what we do every day, there are many ways that you can actually induce a trance in yourself and others. One of the keys to becoming prevailing at hypnotic influencing and being able to increase the suggestibility of others is to learn how to put yourself into a trance.

A rule of thumb is that the quicker and deeper you can get yourself into a trance like state, the quicker you will be able to get others into it.

The basics of putting someone into a trance is, changing their state. If someone were in one state, you would want to move them into another, thus causing a light trance, due to their having to make an effort to switch to a different state.

## **Go Into Trance Deeper**

You will hear a lot of hypnotists talking about going into trance deeper and deeper. This is common, and there are many ways that you can get yourself into a trance and also the person that you are hypnotizing or persuading.

The following are some ways to induce a trance like effect on yourself and others

- **Staring at an object-** This is the focusing method that is so common among hypnotists and for good reason, it works. Anytime you transfix your gaze on any one object, as your eyes focus on the object, your consciousness starts to dig into the moment, thus causing you to be able to be influenced greater.
- **Candles-** Candles are less well known, but add another level of sophistication to the trance because they give off an energy as well as the light. This allows you to go even deeper into trance.
- **Incense-** This gives you the olfactory concentration. Why do you think mystics use candles and incense? It is not just for the look. They both carry essential powerful components, which allow things to happen.
- **Music-** There is certain music, when listened to, can take you into a light trance. Combine this with an induction or some of the other mentioned tools and the trance could become quite deep.
- **Hypnotic Posters and Devices-** These devices are very rare and few know about them, but they are by far the most powerful of the aforementioned. These devices are specifically designed to induce a trance. They are extremely strong and should be used with caution.

## **Trance Strategies**

- Change their state and they will go into trance
- Go into the state first yourself- Some states
  - Buying
  - Excitement
  - Desire
  - Something to do
- Use confusion- Interrupt their current thought process

Confusion is your friend when you are looking to put someone in a trance. A common way to do this is to interrupt their current thought process thus allowing you to change their state. Take someone that is angry and get them to a state of laughter and it not only breaks their current state, but gives you a doorway into their mind.

- Ask them questions that cause them to process the answer
  - How do you feel about?
  - How did you feel about?
  - Wouldn't you?
  - Aren't You?
  - Don't You?
  - Isn't it?
- Tell a story that is very difficult to follow and has trance words, commands and other mechanisms built right in.

### **Utilization Principle**

This principle is a powerful one and understanding it could mean the difference between getting these concepts to work or not. When learning how to persuade someone to do what you would like for him or her to do, you need to be able to utilize every type of stimulus that you can to get them involved in the process, such as:

- **Noise:** Using noises to allow them to become aware of what is going on around them.
  - **Example-** “ As you listen to the sound of the traffic, you will get more relaxed and go deeper into an excellent feeling”
- **Objection:** As they object to you, you use that objection to turn them around
  - **Example-** “ So you don't find me that attractive. The more you find me not that attractive, the more you will find me all the more attractive because you will begin to see my other qualities and they will cause you to see me as attractive in another way”.
- **Trance:** The ability to change someone's internal or external state will enable you to put them into a trance. The level of trance depends on how much you work on it.
  - **Example-** “ As you just listen to what I have to say, you will start to feel really good about us working together, and as you reflect on what I say you will begin to feel even better about us working together”
- **Feelings:** People are driven by feelings. The more you can tap into their feelings the more you can get people to act. We are all very emotional and are driven by feelings of some sort or the other be they feelings of love, power, sensual ness, happiness, sadness, etc.

- **Example-** Once you begin to feel the power of what this course will bring to you, you will be able to see how that will cause you to feel even more powerful.

## **Self Hypnosis/Autosuggestion**

Self-Hypnosis is the process of putting yourself into trance so that you can effect change within yourself. It is a very common practice and may go by many different names. Many athletes use the power of self-suggestion to psyche themselves up before a competition. This is a form of Self-Hypnosis.

Self-Hypnosis is getting your strength of concentration to a point that you become very focused on whatever you are doing at the time. You can use many of the same methods that you used for trance to get you the results you need with self-hypnosis.

Here are some keys to Self-Hypnosis

- It must be done on a regular basis
- All references must be made in the first person- “ I am a highly successful and prosperous person”, “My body is relaxing deeper and deeper into a state of warmth and comfort”
- The key is to relax the body down
- Everything must be positive

Remember that you can use the following meditations with your own affirmations and goals. You can also use any type of visualization that you like as well. You may also focus on your third eye or work on your remote sensing and out of body skills as well.

### **Self-Hypnosis Induction (read into a tape recorder)**

*“I am sitting down, eyes closed, relaxed...My arms and legs are flexible...I am quite relaxed... Nothing can distract me... I am quite calm... I let myself be drawn along. I am breathing slowly, regularly... I am feeling quite well... A pleasant peacefulness envelops my body”*

*“ I will take a deep breath and while exhaling will exhale all tension, stress and negativity in my life. It will go away and I will feel refreshed and energized.*

*“Now, I am concentrating on my facial muscles... My cheek muscles are growing heavy, totally relaxed. My jaw muscles are totally relaxing down.... I am relaxing the muscles in my forehead and they are getting quite heavy... My entire*

*facial area is relaxing down. My eyelids are heavy... Heavier and heavier... My eyes are hermetically closed... I can no longer open them... I no longer want to... My neck muscles are now relaxing down, I feel a comfort and relaxation throughout my head and neck.... Now I am concentrating on my torso, including my chest, back, stomach and all of my internal organs. These areas are now relaxing down.. ... My entire torso is relaxed... Feels heavy as if being drawn downward.... My arms are growing heavy... They are drawn downward... This heaviness prevades my arms more and more... More and more... Now, my arms are as heavy as lead. I am concentrating on my legs... I am quite calm... I clearly feel them growing heavy... More and more.... Now, my legs are quite heavy. As heavy as lead. I let myself sink more and more into this wonderful feeling of relaxation and heaviness... I am more and more relaxed... More and more relaxed”*

*“With each exhale my body goes deeper and deeper into this state of relaxation and heaviness. I will now teach my body to relax down even more.... I will countdown from 3-1 and I will get more relaxed with each count... I will go deeper with each count.*

*3.....I am going ten times deeper than the moment before;  
2..... I am going twenty times deeper than the moment before;  
1..... I am going one hundred times deeper than the moment before.*

*“Nothing can distract me... I hear only my voice... I feel myself sinking still more, more and more deeply into this feeling of peace... I feel quite well... I am sinking deeper and deeper... More and more.”*

*“Every cell, in every part of my body, has now risen to a higher state of power... Is glowing like a high-energy dynamo... Is giving off magnetism and energy that turns others irresistibly towards me... That pulls what I want and what I need out of my surroundings.*

*“My body is now surrounded by this invisible field of physical magnetism and energy... It never tires... It never dims... It is always there to protect me... To draw to me what I want... I have the self-confidence I have always dreamed of... I can now make my dreams become my realities... I have the power to do this because God has blessed me with this power...”*

- ***I have total faith and belief in my ability to control all areas in my life, based on the power with which God has blessed me;***
- ***I am disciplined & stay focused on my goals;***
- ***I am relaxed and in control at all times;***
- ***I am a positive influence on everyone with whom I come in contact;***



- ***I expect success every day;***
- ***I am bold and confident;***
- ***I keep my thoughts pure and good, and channel my energy into creative, worthwhile actions;***
- ***My mind is strong and I achieve all of my goals and objectives on time.***

*"I will use this power wisely... It will help others at the same time it helps me... I will do no harm with it... It is too great to misuse... I will employ it for good only... For my good... and for the good of the world..."*

*"When I come out of this state of relaxation I will feel as if I have been sleeping for several hours, fully refreshed and ready to take on any challenges and activities that the day holds."*

## **Bonding and Rapport**

**Rapport:** *Is the ability to create a bond with someone that you meet.*

This could be for business or pleasure, but the key is to get someone to start to feel comfortable when they are around you. Generally, you will be able to influence someone after you have gotten them to:

- **Know You**
- **Like You**
- **Trust You**

Rapport can be developed many different ways and we are going to cover several.

How do you get someone to know you, like you and trust you in a very short period of time? By getting in rapport with them in a way that literally forces them to know, like and trust you.

We do this by modeling the person in several different ways:

- **Physical:** We match what they do by using a mirroring effect. This could include but not be limited to the way they carry themselves, how they sit, their facial gestures, eye movements, breathing, etc.
  - **Example-** They Cross Their arms- I do the same

- **Verbal (match words):** We say back to them what they say in the way that they say it causing a familiarity with them.
  - **Example-** They use a phrase- I use it also (but artfully)
- **Pace mood, belief, opinion:** As you become more sensitive to someone's feelings you can start to pick up on their mood and then direct yourself to get into their mood and then slowly bring them into your mood.
  - **Example-** They have an opinion- You agree, get into deeper rapport and then you can start to influence them to your way of thinking.
- **Intent:** You go into the situation intending for that person to really start to bond with you.
  - **Example-** You go into the situation knowing beforehand that they absolutely want to get to know you better.

Once you get into rapport with someone, you will be able to influence them much greater than if you were to try some of the other techniques without it.

Once you get into rapport with them by either mirroring or matching what they are doing, you can then begin to bring them over to what you are doing so that you will now be leading the rapport process.

Entire courses are taught on Rapport alone, and these concepts will allow you to get to bond with people much quicker. Keep in mind that all of the methods contained here take a lot of practice and effort to get good at them.

### **POSTURING FOR SUCCESS-** Disarming questions.

- is it okay to sit here and begin'?
- I'm wondering?
- I asked myself
- I'm curious...

### **Likes in Bonding**

You may have heard the statement that "Opposites Attract". This statement when it comes to persuasion and influence is absolutely false. You want to be as much like the other person as you possibly can. The more you can get them to feel like you are part of them, the more easily you can get them to do what you want them to do.

Did you ever go to an office building or a business meeting where everyone was dressed in suits and ties? Of course you have, and this shows you exactly the process of being “like”. The old saying, “**When in Rome, do as the Romans do**” absolutely applies when it comes to this type of technology.

### Personality Types

As your developing rapport, most people have personality traits that if you are aware, will allow you to interpret your strategy to persuade and influence them. There are four listed and what you will find is that most people are a combination of these types. What you need to do is listen, look and understand where they are, because the sooner you understand where they are coming from the sooner, you can influence them.

**Sharks:** These are highly motivated type “A” personality. Probably money motivated, works long hours, doesn’t mess around. Probably is a fast talker. An example would be a New Yorker. Very fast paced, get things done type of person.

**Dolphins:** These people just want to have fun. They enjoy life to the fullest; so don’t rain on their parade. Probably don’t take things too serious. An example could be someone from California.

**Whales:** These folks like to help people. They are kind and considerate. They want to make sure things go right. Very slow talker. Always looking for someone else’s best interest. An example might be someone from the South-Georgia.

**Urchins:** These are the analytical person. Just want the facts. Analyze everything you say. Very skeptical. “I’ll see it before I believe it” type of person. This person could be from the Midwest- Wisconsin.

### Visual-Auditory-Kinesthetic Strategy

This is a very important strategy that is used in the use of Covert Persuasion and Hypnotic Influencing, and is really an important part of the entire process in getting someone to come to your way of thinking. The VAK Representational systems are an integral strategy in order to begin to influence with Power.

All of us represent things in a truly unique and personal way. Some of us refer to things in a very visual way and some of us use more of an auditory or kinesthetic

reference point. The importance here is being able to recognize where someone's representational systems are so that you can begin to add those reference points into your influence and persuasion skills.

The key to this entire process is building rapport with power and to do this you need to add as many tricks as you can to the situation. Once you get their representational system down, you can then start to add scenarios that will fulfill what it is that they relate to.

**Visual:** This represents the person that sees things from a visual viewpoint. This comes out in the way they speak often times with sayings such as, "I see what you mean" and "Look how I can help you".

**Auditory:** From the auditory viewpoint a person represents phrases such as "Do you hear what I am saying?" or "That idea rings a bell with me".

**Kinesthetic:** These are the people that are touchy feely and like the physical contact and use this in their representational systems, such as, "That is a hot idea" or "That song really touches me".

Once you understand someone's representational system, you can then start to use that in your persuasion and communication with them. The benefit is that you will gain deeper rapport and get the ability to influence them even deeper because now you are more like them because of your use of rapport techniques and modeling their own VAK system.

## Reasons/Intents/Challenges

This could be the single most important aspect of influence and persuasion, because it allows you to find out exactly what will influence this person to take action. It also includes using two very important strategies that will allow you dig deep into what the person really wants, needs and is motivated by.

**"Everyone does something for a specific reason or intent. Once you find out what their reasons and intents are, you can figure out a way to present the solution to their challenge"**

## Finding Out Challenges

When you can find out what someone's challenges are, you can find out how you can help them come up with solutions to their challenges.

### Example:

*"While I realize that you don't yet know a lot about me, let me just pose something to you. (Name), If I were to ask you.... What's the one aspect of what you do that is a challenge or that you find most fulfilling, either because you have to find the right people or software or you just have to focus in to get yourself motivated to do it, what would that be?"*

Once you find out what their challenges are you then use that to strategically use your persuasion skills (presuppositions, trances, embedded commands, etc).

## Reasons/Intents

This is one of the best formulas to get people to tell you exactly what they want. This method is so powerful that it works even without the use of the other strategies.

- What's significant about...
- What's behind that?
- Because'?
- So, ultimately what would this mean to you?
- What would you do with *"ultimate reason"*1

## Moving Toward/Away

Finding out what motivates a person in terms of, are they someone that goes toward goals or moves away from difficulties. This strategy lets you know how to represent your patterns to them and tie in whether they are moving toward or away.

**Moving Towards:** This is the type of person that views things from a positive position and is always looking ahead and looking for the future.

Example: Someone who looks at their job as a bridge to the future. Someone that will take some risks to get there.

**Moving Away:** This person views things from more of the negative perspective. Example: They look at their job as their security and their view is to do a good job and not look to lose it.

The reason you want to know this is how to influence them more powerfully. It is also important not to use “going towards” types of methods for someone that is a “moving away” person. If you do this you will break rapport and not be able to influence quite as well.

What will having “reasons” do for you?

## **Subliminal Suggestion Directives**

### **Subliminal Embedded Commands**

Rather than giving instructions directly, you can embed directives within a larger sentence structure. These powerful methods are how you influence their subconscious mind indirectly similar to subliminal influence.

*“You can begin to **relax.**”*

*“I don’t know how soon you’ll **feel better.**”*

Throughout the remainder of this manual and course, you will notice that all of the subliminal commands are in bold, underlined for effect

The following are good ones that you can embed into a sentence

- Trust Me
- Allow Me
- Believe Me
- Buy now
- See the Benefits
- Experience the Value
- I Can Help You
- Act on My Advice
- Follow My Lead
- Make This Happen
- Feel Real Good
- Come to the Conclusion
- This is For You
- Start to Realize
- Make the Decision
- Discover the Value
- Get Excited
- Anticipate the Benefits

- Hire Me
- You Will Want To
- Make This Automatic
- Adopt This Style
- Be Compelled
- Learn More
- Studies Show That
- Most People Would Agree
- (Person of Influence) Said That
- Open up Your Mind
- I Will Immediately Help You
- Become Aware
- Understand the Value
- You Are Thrilled
- Take Action
- Believe Strongly

When you embed directives within a larger sentence, you can deliver them more

smoothly and gracefully, and the listener will not consciously realize that directives have been given. The above messages are likely to have a much more graceful impact than if you were to give the directives alone: **"Relax." "Feel better."**

## **Directive Marking**

*Subliminal and embedded commands are particularly powerful when used with a mechanism that marks out the directive more strongly. This means that you set the directive apart from the rest of the sentence with some nonverbal analogue behavior.*

You could do this by:

- **Raising the volume of your voice when delivering the directive**
- **Pausing before and after the directive**
- **Changing your voice tone**
- **Gesturing with one of your hands**
- **Raising your eyebrows.**

You can use any behavior that is perceptible to the other person to mark out a directive for special attention. The other person does not need to notice your marking consciously; in fact they will often respond more fully when your marking is perceived but not consciously recognized.

## **Embedded Questions**

Questions, like commands, can be embedded within a larger sentence structure.

"I'm curious to know ***what you would like to gain from this course?***"

"I'm wondering ***what you would like to do next to move this process along?***"

Typically people will respond to the embedded question in the first example, **"What would you like to gain from this course?"** without realizing that the question was not asked directly. The listener doesn't refuse to answer the question, because it is embedded within a statement about the speaker's curiosity. This provides a very gentle and graceful way to gather information.

## **Negative Commands**

When a command is given in its negative form, the positive instruction is generally what is responded to.

For example, if someone says **"Don't think of the color red"** you have to think of the color red to understand the sentence. Negation does not exist in primary experience of sights, sounds, and feelings.

Negative commands can be used effectively by stating what you *do* want to occur and preceding this statement with the word "don't."?

"I *don't* want you to **feel** too **comfortable**."

"*Don't* **have** too much **fun** doing this."

Generally the listener will respond by experiencing what it's like to feel comfortable or to have fun doing this as a way of understanding the sentence.

## **Patterns of Power- Word structures**

### **Nominalizations**

*Nominalizations are words that take the place of a noun in a sentence, but they are not tangible—they cannot be touched, felt, or heard.*

The test for a nominalization is "**Can you put it in a box?**" If a word is a noun and it cannot be put in a box, it is a nominalization. Words like **curiosity**, **hypnosis**, **learning's**, **love**, etc. are nominalizations. They are used as nouns, but they are actually process words.

Whenever a nominalization is used, much information is deleted. If I say "Johnny has a lot of **knowledge**" I've deleted what exactly he knows and how he knows it. Nominalizations are very effective in Hypnotic influencing because they allow the speaker to be vague and require the listener to search through their experience for the most fitting meaning.

In the following example, the nominalizations are in bold italics:

"I know that you have a certain **challenge** in your **business** that you would like to bring to a satisfactory **resolution** . . . and I'm not sure exactly what personal **resources** you would find most useful in resolving this **challenge**, but I do know that your **unconscious mind** is better able than you to search through your **experience** for exactly that **resource**. . . ."

In this paragraph nothing specific is mentioned, but if this kind of statement is made to someone with whom you are trying to persuade, he will provide specific personal connotation for the nominalizations used. By using nominalizations, you can provide useful instructions without running the risk of saying something that runs counter to the listener's internal



experience.

## Unspecified Verbs

*No verb is completely specified, but verbs can be more or less specified. They mentally get them to think of exactly what you want to get across.*

If you use relatively unspecified verbs, the listener is again forced to supply the meaning in order to understand the sentence. Words like: **Do, Fix, Solve, Move, Change, Feel, Wonder, Think, Sense, Know, Experience, Understand, Remember, Become Aware Of**, etc., are relatively unspecified.

The sentence "I **think** this is true" is less specified than "I **feel** this is true." In the latter sentence, we are informed as to how the person thinks. If I say, "I want you to **learn**," I am using a very unspecified Verb, since I'm not explaining how I want you to learn, or what specifically I want you to learn about what.

## Unspecified Nouns

*This means that the noun being talked about is not specified.*

**"People** can succeed."

**"This** can be easily taught."

"You can notice a **certain awareness**"

Statements like these give the listener the opportunity to easily apply the sentence to themselves in order to understand it.

## Erasure

*This category refers to sentences in which a major noun phrase is completely missing.*

For example "I know you are **curious**."

The object of that sentence is missing completely. The listener does not know what he is supposedly curious about. Again, the listener can fill in the blanks with whatever is relevant in his experience.

## Creating Strong Cause and Effect Patterns

### Linking Words

*Using words that imply a cause and effect relationship between something that is occurring and something you want to occur, requests the listener to respond as if one thing did indeed "cause" the other. There are three kinds of linkage, with varying degrees of strength.*

- The weakest kind of linkage makes use of conjunctions to connect otherwise unrelated phenomena.

"You are listening to the sound of my voice, **and** you can begin to relax."

"You are breathing in and out **and** you are curious about what you might learn."

- The second kind of linking makes use of words that use a connection in time to create powerful strategies to get people to come to your way of thinking based on what they want. Here are some examples:

**As, Before, During, Early, Second, Chief, Former, After, Later, Highest, Another, Was, When, Until, Other, Earliest, Currently, Foremost, First, Along With, Latest, While, Continue, Eventually, In Addition To, More.**

"**As** you sit there smiling, you can begin to see how I can help you."

" **While** you listen to me speak, you can relax more completely."

### Cause and Effect

**Allows, Forces, Makes, Causes, Requires Creates, Derives, Invokes, Verifies, Justifies, Stimulates, Determines, Bring to Pass, Constitutes**

"Just listening to my offer will **cause** you to want me as your business partner."

"Once you **allow** yourself to easily see the potential of this offering you will be able to make the right decision".

Notice that when using each kind of linking word, you will begin with something that is already happening and connect to it something you want to occur. You will be most effective when you begin with the weakest form of linking words and

gradually move to a stronger one.

These forms of Linking Words work by implying or stating that what is currently happening will cause something else to occur, and by making a measured transition for the listener between what is happening and some other experience.

### **The Power of “Because”**

It has been proven that the word “because” elicits a natural response that allows you to get what you are seeking. Most people see the word because as a reason to do something..

*Q: Why won't you do the dishes for me?*

*A: Because*

We have all heard variations of that. It is used in business, at home and everywhere else. How many times have you heard someone say?

*“Why won't you do it”? – “Because, I just don't want to”!*

And most of the time it is accepted. This is the power of because. When combined with a reason that you develop for your suggestion, it becomes a super-powered knockout combination to use for hypnotic influence.

*“When you **see the value** of this truly remarkable product, you will want to **buy it immediately because** it has everything that you have always wanted.”*

Now I will add another layer to an already powerful statement (with slight changes)

*“When you **see the value** of this truly remarkable opportunity, you will want to **get involved immediately because** it will allow you to get the things in life you want, and when you do this, it is going to make you **feel real good**”*

## Mind-Reading

*Acting as if you know the internal experience of another person can be an effective tool to build your credibility as long as the mind reading makes use of generalized language patterns.*

If the mind reading is too specific, the communicator runs the risk of saying something counter to the listener's experience, and thereby losing rapport.

"You may be wondering what I'll say next."

"You're curious about how I can help you."

## Missing Person

*An evaluative statement in which the person making the evaluation is missing from the sentence is called a "Missing Person" pattern. Statements using Missing Person can be an effective way of delivering presuppositions, as in the examples, which follow.*

"It's good that you can relax so easily."

"It's not important that you sink all the way down in your chair."

## Limited Variables

Words such as **all**, **every**, **always**, **never**, **nobody**, etc., are Limited Variables, These words usually limits the variables of a proposition.

"And now you can go **all** the way into a trance."

"**Every** thought that you have can assist you in going deeper into a trance."

## Lack of Choice Words

These are words such as **should**, **must**, **have to**, **can't**, **won't**, etc. that indicate lack of choice. These are commands, where you are not giving them an alternative choice.

"Have you noticed that you **can't** open your eyes?"

## The Supremacy of Presuppositions

***Presuppositions are the most powerful of the language patterns to use when you don't want what you have presupposed to be questioned.***

Presuppositions are the most powerful word patterns that can be used as they presuppose an outcome. This is how you will control the tempo of a conversation, by determining up front the outcome you want and then putting together the right presuppositions for the situation.

The way to determine what is presupposed and not open to question in a sentence is to negate the sentence and find out what is still true. The simplest kind of presupposition is existence. In the sentence "Bill drove the car" it is presupposed that "Bill" and "car" exist. If you negate the sentence and say "No, Bill didn't drive the car" the fact that Bill and the car exist is still not questioned.

**"A general rule is to give the person lots of choices, and yet have all of the choices presuppose the response you want."**

Examples of specific kinds of presuppositions that are particularly useful in hypnotic influencing work follow.

## Secondary Clauses of Time

Such clauses begin with words such as ***before, after, during, as, since, prior, when, while***, etc.

**"Do you want to sit down *while* you go into trance?"**

This directs the listener's attention to the question of sitting down or not, and presupposes that she will go into trance.

**"Before you sign this contract, would you like something to drink?"**

Presupposes that you will sign the contract.

**"After you get involved with me, you will feel real good about it"**

This is where you are bringing the person into the future, presupposing that they will get involved with you and will feel good about it.

"I'd like to discuss something with you *before* you complete this project."

This presupposes that you will complete this project.

### Numeric Indicators

Words such as ***another, first, second, third***, etc. indicate order.

"You may wonder which side of your body will begin to relax ***first.***"

This presupposes that both sides of your body will relax; the only question is which will be first.

### Use of "Or"

The word "or" can be used to presuppose that at least one of several alternatives will take place.

*"Would you like to do this now or as soon as you are ready?"*

This presupposes that you will do this now or when you are ready. You are ready being a command.

*"Would you rather brush your teeth before **or** after you take a bath?"*

This presupposes that you will take a bath and brush your teeth; the only question is in what order.

### Awareness Predicates

Words like:

***Realize, Notice, Think, Speculate, Accomplish, Weigh, Aware, Feel, Perceive, Fulfill, Consider, Know, Wonder, Discover, Grasp, Assume, Understand, Puzzle, Experience, Reconsider, Conceive, Do, Fix, Solve, Move, Change, Think, Sense, Understand, Remember, Become Aware Of***

These words can be used to presuppose the rest of the sentence. The only question is if the listener is ***aware*** of whatever point you are making.

"Do you ***realize*** that your unconscious mind has already begun to learn...."?

"Did you ***know*** that you have what it takes to do this successfully?"

"Have you ***noticed*** the striking effect this program has on your unconscious"?

## Adverbs and Adjectives

Such words can be used to presuppose a major clause in a sentence.

**Some, Naturally, Easily, Obviously, Finally, All, Readily, Still, Most, Many, Infinitely, Already, Deeply, Curious, Truly, Begin, Unlimited, Repeatedly, Truly, Accordingly, Usually**

"Are you curious about how you can rely on me?"

This presupposes that you can rely on me; the only question is if you are curious about it or not.

"Once you get to know me, you will naturally begin to feel really good about this?"

This presupposes that you will get to know me, and that it will naturally feel good to you.

"How easily can you begin to relax around me?"

This presupposes that you can relax around me; the only question is how easy it will be.

## Change of Time Verbs and Adverbs

**Begin, End, Stop, Start, Continue, Proceed, Already, Yet, Still, Anymore, etc.**

"You can continue to enjoy speaking with me."

This presupposes that you are already enjoying speaking to me.

"Are you still interested in getting involved in business with me?"

This presupposes that you were interested in getting involved in business with me in the past.

## Commentary Adjectives and Adverbs:

***Fortunately, Naturally, Luckily, Innocently, Happily, Necessarily, etc.***

*"**Fortunately**, there's no need for me to know the details of what you want in order for me to help you get it."*

*"**Naturally**, you will begin to see the value of what I am saying to you right now!"*

*"**Luckily**, you have met me today, because I can help you with that situation"*

This presupposes everything after the first word.

**"Stacking many kinds of presuppositions in the same sentence makes them particularly powerful. The more that is presupposed, the more difficult it is for the listener to unravel the sentence and question any one presupposition. "**

Some of the presupposition sentences listed above contain several kinds of presuppositions, and those sentences will be more powerful. The following sentence is an example of the use of many presuppositions stacked together.

*"**Naturally**, as you start to realize the unlimited ways you can **easily** become aware of how using my advice will help you to **truly** accomplish your goals more rapidly and effectively as it relates to your projects, you'll start imagining the success you can **actually** achieve with my help and guidance"*

*"And I don't know how soon you'll realize the benefits of this program, because it's not important that you know before you've **comfortably** continued the process of learning these powerful concepts."*

## Responsive Questioning

*Responsive Questioning are yes/ no questions that typically bring out a response rather than a literal answer.*

For example, if you approach someone on the street and ask, **"Do you have the time?"** the person generally won't say "yes" or "no." She will tell you what time it is.

If you ask someone **"Do you know what's on TV tonight?"** it's likely that she will tell you the evening's programming rather than say "yes" or "no."



### To make Responsive Questions:

1. **You first think of the response you want.** As an example, let's say you want someone to close the door.
2. **The second step is to identify at least one thing that must be true if that person shuts the door.** In other words you are identifying what your outcome presupposes. In this case it presupposes (a) the person is able to shut the door, and (b) the door is now open.
3. **The third step is to take one of these presuppositions and turn it into a yes/no question.** "Can you shut the door?" "Is the door open?" You now have a question that will typically get you a response without directly asking for it.

### Multiplicity of Meaning

*This occurs when one sentence, phrase, or word has more than one possible meaning.*

**“Multiplicity of Meaning is an important tool that can result in a mild confusion and disorientation which is useful in inducing altered states.”**

Anytime you can make it possible for the listener to internally process a message in more than one way, you require the person to actively participate in creating the meaning of the message, which increases the probability that the meaning will be appropriate for them.

In addition, it is likely that one or more of the meanings will remain at the unconscious level. The first four patterns described in this document (Nominalizations, Unspecified Verbs, Unspecified Nouns, and Erasure) all function to increase the multiplicity of meaning of the message.

### Sound Alike-Different Meaning

*Words that sound alike but have different meanings create another way that causes the person to have to process what you are actually saying either consciously or unconsciously.*

Such words include:

- Right/ Write/ Rite
- I / Eye
- Insecurity / In Security

- Red / Read
- There/ Their / They're
- Weight/ Wait
- Knows/ Nose
- Here/ Hear
- Buy/ By
- Your Mind/ Your Mine

The following words similarly have two meanings, although they both sound alike and are spelled alike: **left, duck, down, light**. Other examples are: **push, pull, point, touch, rest, nod, move, talk, hand, and feel**.

Words that have more than one meaning can be marked out and combined with other words to form a separate message. For example:

"I don't know how **close** you are to understanding **now** the meaning of trance."

The message marked out can be heard as **"eye close now"**

## **Extended Sentence**

This kind of pattern is created by putting two sentences together that end and begin with the same word.

*"I know that this is something you will like me, enjoy it."* Here the word "like" is the end of the first sentence,

## **Quotes**

This pattern involves making any statement you want to make to another person as if you are reporting in quotes what someone else said at another time and place.

*"As you begin to see the value of this proposition, you will come to the same conclusion that a customer came to the other day, and that was to accept this offer and get started immediately".*

Quotes can be used to deliver any message without taking responsibility for the message. Since you are apparently talking about what someone else said at another time, your listener will often respond to the message, but not consciously identify what he is responding to, or who is responsible for the message.

*"I was speaking with a client of mine the other day and he said that he really hates it when someone says that they will investigate a potentially powerful opportunity and then at the last minute they back off. I couldn't agree with him*

*more. Why don't we spend the next 15 minutes talking about how **this opportunity can benefit you and your family**, shall we?"*

*" My friend Mary told me the other day how she really likes it when a man takes control of the situation and allows her to **get to know this person** in a way that causes her to **get totally excited** about the the possibilities of being with this person."*

## Stories

*Telling stories is a potent way in which you can get several things across to someone without directly saying it to them.*

Experts in sales and marketing say that "facts tell but stories sell"! When you tell someone a story, they can relate to what you are getting across to them and at the same time, you can be doing many things to influence them through suggestion, presuppositions, subliminal commands etc.

It is suggested that you always have a story that you can tell to someone that is specifically designed and will have the following components

- **Subliminal Commands**
- **Presuppositions**
- **Questions**
- **Suggestive Statements**

The following is an example of how to construct a story. The story can be one that you have actually experienced or it can be a fable or you can tell it from a friend's point of view as well.

This is one of the most powerful methods of speaking to someone and telling them exactly what you want them to hear. The story can be set up several different ways, here are a couple:

## Basic Story

*"You know it is funny you mention Florida. I took my entire family down their last year and we absolutely had a blast. Did you ever notice that sometimes with a new experience, you really **feel compelled** to get the most out of it that you possibly can? Well, we drove down in our van and it was really fun. I had that feeling like, **This is absolutely the best thing you can do right now.***

*I would encourage you to **experience the benefits of this** as well. You will find that you **grow more interested** in what is going on by the minute. With all the new things to see and take in, it is quite euphoric. Each state has a new look to it and as you **get closer to your goal**, you realize that this entire process has*

caused you to **get more and more excited** about the final destination.

When you **get started with this**, you first feel like it might be the wrong decision, but as you investigate it further, you realize that **this is absolutely the right thing**.

Do you believe we made it to Orlando in under 24 hours? When you get things done before you expected, you really **get a sense of accomplishment**. It is just a matter of being able to **get involved now** in what is right in front of you."

I could go on and on, but you get the picture. Notice all the subliminal references to what I may be looking to suggest to this person. I have kept it as generic as possible, but you can detail it out depending on how you are trying to influence.

This story is easy to follow and is in a very conversational tone. The next one is designed specifically to alter the state and consciousness of the person by telling a story that is so hard to follow that they have to go into a trance just to try and keep up with the story.

### **Brain Twister Story**

*"Did I ever tell you about my brother, Chris? It seems he was at this golf outing, and he was at the bar called the 19<sup>th</sup> hole. And the bartender was telling a story about his buddy who had two brothers. One was really good at dealing with people, but the other had problems until he met this guy named Tom.*

*Tom was one of these guys that ran in a tight circle of people, he really knew what he was going to do. And what he wanted to do is drive a cigarette boat. He wanted to **do this now**. Did you ever notice that when you use the power of "**your mine**" (mind), you can really accomplish something? Well, this guy was that type of person. **Like me** your probably wondering where this is all leading, and all I can tell you is that he finally did get to ride that boat and he did **experience the truly wonderful feeling of this** (pointing to yourself). Have you ever had an experience like that where you are going so fast that you **get excited** and at the same time the experience is so exhilarating that you know that you must **grab this opportunity that is right in front of you?***

Of course the story can go on and on and it does cause the person to go into trance because of all of the places where things are not completed, yet the story moves into a new direction. How does this fit in? Well of course, you have to plan the story out in advance so that it spells out exactly what you want. You set it up like this.

- What do you want to suggest
- Points to get across
- How confusing do you want to make the story

- Tie the story up so that the ending makes logical sense

## **Combining Suggestive Statements and Presuppositions**

The following are patterns that were put together by combining a “suggestive statement” (in red) with a pattern that contains presuppositions, embedded commands, and others that have been discussed. It is suggested that you take each of these and work on them for your own area of learning suggestive language.

You will notice that most are from a business angle, but I have also thrown in some from the suggestive forms of relationship building. Please note that all embedded commands will be highlighted and underlined as well as having a pause before each one.

These are the top 68 suggestive predicates to use when looking to influence someone. Keep in mind that you will construct your own patterns out of the suggestive statement/question, presuppositions, subliminal commands and others that we have previously covered.

1. **After you come to.... the conclusion** that what I am talking about is exactly what you are looking for, you will naturally realize that we are the company to do your projects.
2. **After you've... Seen the benefits clearly** of how... **I can help you**, you will better appreciate the work that.... **we can deliver** through our process that will allow you to... **take advantage of our experience** and innovation... Wouldn't that be a truly great advantage that you could benefit from?
3. **And the more you allow yourself to find out about how I can help you...**the more... **you will become interested** in finding out how we can naturally be the vendor of choice for you because we have the right people, processes and technology innovation around the world.
4. **And as you...Allow me to help you** with your initiatives, you'll find yourself being able to... **feel real good** about having me to maximize and bring your projects in on time in, a way that will verify your companies objectives.
5. **Are you curious about...** How... **I can help you** with your initiatives through our innovative process and methodologies?

6. **Are you aware that...** Many top companies choose to work with me because **I can enable your sales team** to be more productive while at the same time bringing more revenue in the door.
7. **Are you still interested in...** Finding out how... **I can help you** with some of your initiatives?
8. **As you hear these words they...** Allow you to reflect on what it is that you really want and when you do that you will be able to ...**see the benefits** of working with me because... **I can allow your projects to be overwhelmingly successful** with unique technologies.
9. **As you...** Discover how... **I can help you..You will ...then...**be able to... **experience the value** of having me work on some of your initiatives, just like some of the top companies that have chosen me to deliver their projects. This will allow you to know that you are getting the best people, process and technology innovation.
10. **As you consider this...****You realize** that naturally we are the type of firm that... **you will want to engage** on your projects just like some of the top companies that we are currently working with have done.
11. **Before you think...** about whether.... **you want to engage me** for your project, allow yourself to... **reflect on the value** proposition that I will bring to the table.
12. **Can you imagine...** Having someone that ...**you can really rely on me** to easily help you with your initiatives.
13. **Can I ask you to...** Take a look at what I can bring to the table for your company because once you see how my Process works, **you will want me to help you** with your projects.
14. **Can you visualize.....**And... **see the benefits clearly** of how... **I can help you** to deliver exactly what it is you are looking for?
15. **Can you...****Set up an appointment with me** to see if... **I can help you** with your projects?
16. **Can you remember...**The last company that you worked with that really did a great job and was absolutely fantastic on the project? And as you think about that Vendor and what it was about that company that was so special, I want you to feel free to... **allow yourself to reflect** on how I am

- the same kind of vendor and draw the same types of conclusions...I really want you to know how excited I am about how... **I can help you.**
17. **Could you...****Become aware** that what I have to propose to you is the right thing to do because... **I am** naturally... **the person** that... **you can rely on.**
  18. **Do you remember when...**You said that you needed a firm that can deliver to you on time and under budget? Well based on what you have told me already, I know **I can easily help you** to maximize your time to market and manage your budgetary considerations.
  19. **Do you...**Ever wonder what it will be like to meet a person that can cause you to... **feel really good** and at the same time be funny, energetic and personable?
  20. **Do you ever...****Feel good now** about how different your life would be when you can make dramatic changes by meeting the right person.. **Like Me?**
  21. **Has it ever occurred to you that...** Just listening to what I have to say is the obvious choice for you because... **I can help you with your situation?**
  22. **Have you noticed that...** Just thinking about the business we are discussing will naturally cause you to ...**get excited** about how we can make a lot of money together.
  23. **Have you ever wondered...**What it would be like to finally get someone that you can rely on to make sure that everything goes smoothly? Once you understand how ...**I can help you**, you will realize that... **I am that person.**
  24. **Have you...**Allowed yourself to... **see the benefits clearly** of working with me on this project?
  25. **Have you ever...**Met someone that you immediately had an attraction to that caused you to... **feel real good** about being with this person?
  26. **How would you feel if...**I suggested that we... **get together now** to go over in more detail how.... **I can help** you with your initiatives?
  27. **How do you know that..**What I am saying is exactly what you are looking for? Well, because... **I have the skills** and information that... **you need** in order to become extremely successful.



28. **How do you feel when...** Someone easily shows you that they are the kind of person that you would enjoy getting to know better and then allow you to naturally enjoy their company because it makes you... **feel real good**?
29. **I don't want you to be...** Too surprised to find out that... **I am** just... **the person** you were looking for to handle this situation.
30. **I want you to learn...** About how... **I can help** with your situation and also.. **allow yourself** to... **see the benefits clearly** of this offering.
31. **I know you are curious...** About how fun it would be to... **get to know me better** because you find yourself starting to... **be intrigued by me** and the more you feel curious about that, the more... **you will want to get to know me better.**
32. **I wonder if...** **You can help me.**...I am looking to speak with the person responsible for your purchasing initiatives.
33. **I wonder if....** After you... **get to know me better** you will want to... **spend more time with me** because once you... **get to know me better** you will be having so much fun that it will allow you to... **totally relax** in front of me.
34. **I wonder could you...** Allow me to show you exactly how ....**I can easily help you** with your situation and when I do that it will allow you to... **feel real good** about doing business with me.
35. **I would like to suggest that...** As you naturally are deciding on the right person for the job that you... **reflect back to our meeting** and allow yourself to... **experience the value** that I will bring to your organization and when you do that you will know that.... **I am the right person for the job** and that will cause you to... **feel real good** about your decision to... **select me** for the position/**hire me now.**
36. **I want you to bear in mind...** That... **my qualifications** for this position are truly... **what you are looking for** as... **I can help** you in ways that will allow you to really **see the benefits of us working together.**
37. **I want you to become aware...** Of how... **I can help you** with this because once you become aware of how... **I can help you,** you will know that you have made the right decision.
38. **I'd like you to pretend that...** **I am the solution to your situation** and that as you reflect on that, you will... **come to the conclusion** that what I am saying is in fact exactly what you are looking for.



39. **I'm wondering...** Have you ever thought about what it would be like to spend time with someone that will allow you to... **feel real good** about yourself when you are with them, and at the same time allow them to truly get to discover your highest values and interests?
40. **I'm curious to know...** How your other vendors work with you, and as you reflect on that, you can see how **I can help you** even more with your situation as I am someone that you can naturally and easily come to rely on and... **be convinced** that... **I am the right choice** for this situation.
41. **If you could...** Design the perfect person to be involved with, would they truly be the type of person that you could... **get to know** and really allow yourself to... **open up** to, or would they be the type of person that would naturally cause you want to... **experience the fun and excitement** that this person could offer you.
42. **In my experience...** I have naturally found that most people that I deal with are happy with me because they can ...**easily rely on me**....When you ...**engage me for a project** you will already know how... **I can help you** because I will share with you how you can... **experience the benefits** that other people have come to expect from my services and when you do that it will cause you to **feel real good** about doing business with me.
43. **Is it that you are...** looking for me to do that, because once you... **experience the value** of how... **I can do that**, you will truly begin to understand how... **I can really help you with that?**
44. **Is it possible...** That you could... **reconsider your decision** on the proposal, because once you allow yourself to... **focus on how I can help you**, you will then begin to discover exactly the immense value that I can bring to the table... Doesn't that make sense?
45. **Is it that you have...** Someone else to check with for this decision, because I am sure that once you really understand how... **I can help you**, that you might be surprised to find your self wanting to do business with me because of the things I just said.
46. **Is it that there is...** Is some other underlying reason for not going ahead or can I suggest that you... **re-evaluate what I said** so that you can allow yourself to... **understand better** the value proposition that I have.....And when you do that, you will... **come to the conclusion** that what I said is exactly what you need.

47. **It is useful that...** You mention that, because once you realize how... **I can benefit your organization**, you can further understand and... **experience the value** of how **I can help you**.
48. **It's impossible...** To... **make a decision** without allowing me the chance to show you all I can do for your company because once you see how **I can benefit your organization**, you may be surprised to find yourself wanting to... **hire me now**, so that... **I can help you** and the organization meet their objectives.
49. **It's good to know that...** Someone naturally as friendly and outgoing as you are, would want to... **get to know me better**, because once you see how... **I can make you feel so special**, you will want to... **get to know me even better** and the more you do that the more you will want to ...**get to know me even better** and that should cause you to... **feel real good** about getting to know me.
50. **It's useful that...** You bring that up because once you find out how... **I can truly help you with that**, you will **be thrilled** that you have finally found someone that you can rely on for that.
51. **It's good that...** You like (Activity) because as you allow yourself to **get to know me better** you will find that... **I am naturally the most fun person to be with** to do that (activity) and as you... **experience the closeness** that we can share doing that activity, you will be able to... **get to know me even better**.
52. **It's not important that...** You think I'm not your type, because once you... **get to know me**, you will want to... **spend even more time with me**.
53. **It's as if...** You have gotten the ultimate opportunity to... **take advantage** of what I am offering. Once you allow yourself to ...**see the total value** of what I am offering, you will then be able to see that this is the best deal that you have ever gotten for this.
54. **People can loosen up easily...** Once they...**get comfortable** and... **relax** with the person they are with. As you ...**listen to what I say**, you will... **become more interested** in what I have to say because I will naturally cause you to ...**become more comfortable and relaxed** than maybe you have ever been before.
55. **Perhaps you are...** Wondering how... **I can help you** with your situation. Many people... **work with me** because I help them to identify what is important to them and then show them how they can easily achieve what

- they want, and the more I show you how... I can help you the more you will be naturally interested in being able to... sign this contract.
56. **Perhaps you can...**Tell me a little bit more about how... I can help you, because once I understand how ...I can help you, I will be able to help you to... experience the benefits of my offering and when I do that you will easily... feel very comfortable about doing business with me.
57. **Perhaps you could...**Allow me to show you all of the many wonderful ways that you will enjoy spending time with me .
58. **Perhaps you're wondering...**Exactly how... I can help you with your situation. Once you ...experience the value of how... I can easily help you with your situation you will naturally know that... I have the the skills that you are looking for.
59. **What do you think would happen if...** I could naturally show you exactly what it is you are looking for and at the same time allow you to... see the value proposition on what I am offering?
60. **What would happen if...** I can show you some of the benefits that my clients have received by working with me and at the same time allow you to easily... see the benefits of how these things will relate to how... I can help you. Once I do this you will naturally... be convinced that... I am the person to help you with your initiatives.
61. **What's it like to...**Be able to easily get to know someone that is fascinating and at the same time begin to want to know them even better because they are able to make you... feel so good just by speaking with them for just a little bit.
62. **When you notice...** How easily... I can help you ...then...You will naturally want me to help you with your situation.
63. **Will you...**Tell me exactly what you are looking for in a relationship, because just telling me what you are looking for will allow you to then see that ...I am exactly what you are looking for and when you do that, you will begin to... feel real good.
64. **Would you...**Help me to understand your needs a little better so that I can easily help you with the many powerful techniques and strategies that I am going to propose to you today.

65. **You come to... The realization** that... **I can help you**, then you can reflect back on how easily you will... **become successful** with the ideas that I am suggesting for you today.
66. **You can become aware that...**What I am saying is exactly the answer to your situation and that the more you become aware of what I say the more you will naturally come to the realization that... **I am the answer to your situation.**
67. **You know about these things...**And the more you know about these things the more you will be able to... **see the value** of how... **I can help you** with these things.
68. **You will feel...**That...**I am the answer to your situation** because as I explain to you how... **I can help you** benefit from my service will allow you to truly see that I have exactly what you are looking for.

## Suggestive Phrases

Here is the list without all of the other stuff added. All you need to do is add the presuppositions, embedded commands and any other elements. These phrases themselves cause a semi-hypnotic state due to the processing that must take place to respond.

I don't want you to be...  
I want you to learn...  
I know you are curious...  
I wonder if...  
I don't know how soon...  
I wonder could you...  
I would like to suggest that...  
I want you to bear in mind...  
I want you to become aware...  
I can remember...  
I'd like you to pretend that...  
I'm wondering...  
I'm curious to know...  
If you could...  
In my experience...  
Is it that you are...  
Is it possible...  
Is it that you have...  
Is it that there is...  
It is useful that...

It's just like...  
It's impossible...  
It's good to know that...  
It's useful that...  
It's good that...  
It's either (A) or (B); which is it...  
It's not important that...  
It's as if...  
After you come to....  
After you've...  
And the more you (X)...the more you (Y)  
And as you...  
Are you curious about...  
Are you aware that...  
Are you still interested in...  
As you hear these words they...  
As you... ..then...  
As you consider this...  
Be aware of what you can sense...  
Before you think...  
Can you imagine...  
Can I ask you to...  
Can you visualize...  
Can you...  
Can you remember...  
Could you...  
Do you think that...  
Do you remember when...  
Do you...  
Do you ever...  
Don't think of...  
Has it ever occurred to you that...  
Have you noticed that...  
Have you ever wondered...  
Have you...  
Have you ever...  
How would you feel if...  
How do you know that...  
How do you feel when...  
People can loosen up easily...  
Perhaps you are...  
Perhaps you can...  
Perhaps you could...  
Perhaps you're wondering...  
This can be learned easily...  
What do you think would happen if...

What would happen if...  
What's it like to...  
When you notice... ..then...  
Will you...  
Would you...  
You come to...  
You are learning to anticipate...  
You can become aware that...  
You know about these things...  
You will feel...

## **Setting Potent Triggers (Stimulus Response Conditioning)**

Have you ever heard a song from when you were back in High School or College, or maybe it was the song that you and a former girlfriend or boyfriend shared?

When you hear the song, a flood of emotions, memories and recollections come back immediately as if you were back in the day. Everyone experiences these “triggers” to stimulus response, but not many understand how you can set them for your own use in the future.

You are going to learn how to attach a meaning (that you create for someone) and reference to something that can be recalled whenever you want. This trigger is designed to enable you get someone back to a place of heightened emotions that you set previously.

You can build these triggers with the following stimuli:

- Music
- Memories
- Physical Touches
- Gestures
- Certain Trigger Words
- People, Places or Things

## **Components of an Effective Trigger**

### **Intensity of the state accessed**

- Access state fully and intensely.
- Associate into the state.
- Seeing what you are seeing.
- Hearing what you are hearing.

- Feeling what you are feeling.

### **Purity of the state**

- One specific set of feelings or emotional state.

### **Timing of the Trigger**

- Start the trigger just before you reach the peak of the experience.
- Pair the trigger with the response as it peaks. "Hold" it for about 5-10 seconds.

### **Use a Separator State**

- Once the response peaks, distract yourself to a neutral state.
- The neutral state isolates the pairing between the peak experience and the trigger from other random experiences and associations.
- This keeps the association unique.

### **Use a Unique Trigger**

- A distinct visual, auditory or kinesthetic trigger.

### **Accurate Duplication of the Trigger**

- The best response will occur when you reproduce the trigger exactly as you set it up
- Match the visual, auditory and kinesthetic parts of the trigger exactly.

## **21 Power Words**

Here are some words (verbs) that you can use in your language that will add an extra level of strength to your verbiage. Although they are not hypnotic type of words, they are ones that co notate a certain feeling when spoken. Use them and you will experience how they deliver for you.

1. Adapt
2. Analyze
3. Collaborate on
4. Cultivate
5. Defuse
6. Harness
7. Enhance
8. Familiarize
9. Foster
10. Navigate
11. Initiate
12. Interpret
13. Leverage
14. Nurture
15. Persuade
16. Quadruple
17. Streamline
18. Synthesize
19. Target
20. Triple
21. Traction



## Bonus Hypnotic Induction

As you.... **listen to the sound of my voice** you can.... **go into trance** with eyes open or eyes closed. You may.... **feel more relaxed** by closing your eyes. You may also be sitting in a chair or lying down. When you.... **close your eyes now**, you will begin to.... **feel a sense of relaxation** that will allow all tension and negativity to be released from your body.

As you.... **take in a deep breath**, imagine all tension and negative thoughts to leave your body. As you.... **go deeper into relaxation**, you will notice that sometimes your hands feel warmer and the blood flow in your body causes you to.... **feel real warm and comfortable**. This warmth and comfortable feeling allows you to.... **go even deeper into trance**. As you..... **listen to my voice only**, you will begin to .....**ignore all other sounds** in the room. You may still hear the sounds, but you will naturally and easily ignore them so you can.... **focus on my voice**.

The purpose of the commands you will receive, is to.... **relax your body and mind** so that.... **you will accept the special instructions** that I will speak to you about while.... **you are in trance**. These instructions will be only positive and will cause you no harm. As a matter of fact, these instructions will cause you increase your ability to covertly Persuade and Hypnotically influence someone.

Now what you can do, is just take a few seconds now to... **imagine** the kind of place where you could be at this time that would totally cause you to **go deeper into this state of relaxation and trance**. This place is your place. You choose where you are. It can be at the beach, in the forest, or even space. Because you are using your wonderful imagination, you create the place. The place can be a special workshop of the mind, that you have designed. A place where only you can go.

As you see that place, hold it in your mind, but do not go there yet. I want you to imagine a large chalk board in front of you, one like you used to have when you were in school. I want you to take a piece of chalk from the board.... **Focus on the chalk board**.

I would like you to draw a box on the board, with your brilliant imagination. In that box, I want you to draw a large letter "A". The "A" should fill up the entire box from top to bottom and side to side. Next I want you to draw a letter "B" and do the same thing, making sure that it totally fills the box on the sides and from the top to the bottom. You will do as much of the alphabet as you can slowly and with great concentration, as I count down to the number 10. It is not important that you finish the entire alphabet, but that you..... **focus on what you are doing**. You will focus on writing on the chalk board and even though you will.... **hear my voice**, I want you to..... **concentrate on what you are doing**.

- 10....You are going ten times deeper than the moment before.
- 9.... You are relaxed and confident with your persuasion skills
- 8....As you go down deeper into trance you realize that your hypnotic power grows stronger every day.
- 7....Listen to my voice...When it comes to persuading others you are bold and confident at all times.
- 6....Relax down deeper because the more you relax, the more you will be able to experience the benefits of this trance.
- 5... You are 25 times deeper than you were before and this allows you to feel even better about your ability to influence, because you are strengthening your mind on a daily basis.
- 4... Your voice is naturally becoming a powerful tool that you can use to get people to come to your way of thinking. You know just the right tone to use at just the right time.
- 3....The strength of your gaze alone, causes people to want to get to know you even better.
- 2....As you relax down deeper, you begin to feel the confidence that you have always dreamed of.. People are attracted to you because of the magnificent presence that you have.
- 1... You are now 100 times deeper than before and you are a total controller of every situation in your life.

As you **go into trance even deeper**, I want you now **go that special place** that you created in your imagination. This place can be a place of solace, relaxation and place for you to re charge yourself. Think of it as a mind vacation, a place that you can visit anytime you want.... **You are a controller**, so use this place as a place where you can plan out projects or a place where solutions to situations can be performed.

As you reflect on how.... **you are confident** now, maybe more so than you have ever been before, you can easily.... **see the value of conditioning the mind**. Your mind is your most potent weapon. Now that ....**you are a controller** of all of the circumstances in life.... **you can harness the full power of your mind**. Your powers of persuasion and influence grow stronger each day, because you take the time to increase your knowledge and practice daily. This alone will cause you to.... **feel real good about this**.

Now, you are going to come out of trance when I count from 1 to 10. When I get to the number ten, I want you to open your eyes and feel refreshed and energized as if you just had the best, most restful sleep of your life. As I count, I want you to.... **feel the energy** in your body starting to increase. I want you to.... **feel the confidence** that comes with this training. I want you to feel the power of being a controller.

1...2...3...4...5...6...7...8...9...10... Open your eyes. You are totally refreshed and energized, bold and confident to take on all of your day's challenges.

## **Summary**

The information contained in this manual should allow you to start to experience the hypnotic influence and persuasive abilities of master hypnotists. The technologies are designed to give you an edge in the world you live in.

When you study these concepts diligently, you will discover the full supremacy of what these technologies will afford every aspect of your life. The only way you will be able to completely own these methods is through consistent effort of practice. Once you do that however, you will have a set of skills that few in the world possess.

## **About A.Thomas Perhacs**

A. Thomas Perhacs (AI) is an accomplished martial artist and businessman. As Executive Vice President for SPC-USA, he is helping take the company into the 21st Century with new products and courses. He is also President of Velocity Group, a company that provides premium Marketing and Business Services for individuals and corporations.

He has an extensive background in sales, marketing and the persuasive arts as well as hypnosis and hypnotic influence. He has written several different courses on meditation and energy development. He has written produced the following courses, manuals, videos:

- Mastery Through Meditation (2000)
- Advanced Chi Video (1997)
- Chinese Indonesian Boxing Secrets (1997)
- The Art & Science of Teambuilding (1999-2001)